

It absolutely amazes me that the FCC, the government regulator of broadcasting could be so out of touch as to believe that Americans are not served in the interest of local communities.

I am the President/General Manager of five stations in the Columbia Gorge region of Oregon. With our limited staff of 13 full time people we are still able to put the community needs first every broadcast day. In just a brief tally of weekly activity we found the following:

1) We do 180 local news casts each week with up to the minute reports.

2) Four of our five websites include local news information.

3) We do 12 hours weekly of local public affairs programming...all originally produced that cover every aspect of life in our markets.

4) We do 15 hours of Hispanic broadcast each week to service this growing population.

5) Our five stations do over 300 LOCAL public service announcements each week addressing the concerns of the local community. This does not count many more nationally produced PSA's that find their way onto our air waves because they address community needs.

6) This political year we interviewed over 22 candidates for local and regional offices live on the air. This week the mayor and the community college president appeared live on our Oldies station to talk about the upcoming bond election. We regularly feature local guests on our music stations that address community needs.

These are just examples that come to mind in the few minutes it is taking to send these comments. Imagine how much more we could add with local sports broadcasts, live broadcasts from non-profit fundraisers...the list goes on and on.

It is our hope that the Commission will take time to digest these and other comments from broadcasters around the country that day in and day out put community needs at the top of our attention. Localism built this business and it will not survive without it. Not serving the public need is can be compared to broadcast suicide. I would hope that the Commission will quickly realize that radio operators in America are smarter than to design their business for ultimate demise.